

INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)

Atty. 06777.0007-00000 Serial No. 09/323,240
Docket No.

Applicant Scott N. Christensen

Applicant			Scot	t N. Christensen	,	9,	
Filing Date		June 1, 1999		Group 2761		N,	TE TO
		U.:	S. PATENT D	OCUMENTS		0	2
Examiner Initial*	Tab	Document Number	Date	Name	Clas s	Sub Class	Filing Date If Appropriate
JDJ	1	3,688,276	8/29/72	Quinn			
JUI	2	3,573,747	4/6/71	Adams et al.			
TOT	3	4,186,438	1/29/80	Benson et al.			
JIJ	4	4,346,442	8/24/82	Musmanno		C.	6 FO
JIJ	5	4,376,978	3/15/83	Musmanno		۲.	<u> </u>
JU	6	4,449,186	5/15/84	Kelly et al.		- -	0 1
JIJ	7	4,674,044	6/16/87	Kalmus et al.		7	क मा
JDJ	8	4,677,552	6/30/87	Sibley, Jr.			3
JIJ	9	4,694,397	9/15/87	Grant et al.			
JDJ	10	4,734,858	3/29/88	Schlafly			
JD	11	4,689,478	8/25/87	Hale et al.			·
320	12	3,719,927	3/6/73	Michels et al.			
JDJ	13	4,755,940	7/5/88	Brachtl et al.			
IDI	14	4,630,201	12/16/86	White			
	15	4,774,662	9/27/88	Ito et al.			
JDJ	16	4,675,815	6/23/87	Kuroki et al.			·
JA	17	4,321,672	3/23/82	Braun et al.			
JD	18	5,774,868	6/30/98	Cragun et al.			
IDI	19	5,227,874	7/13/93	Von Kohorn			
JBJ	20	5,754,938	5/19/98	Herz et al.			
JU	21	5,758,257	5/26/98	Herz et al.			
JH)	22	4,752,675	6/21/88	Zetmeir			
JOJ	23	5,612,868	3/18/97	Off et al.			
JAJ	24	5,283,734	2/1/94	Von Kohorn			
JA	25	5,057,915	10/15/91	Von Kohorn			

					01. 2
(26 -	5,713,795	2/3/98	Kohorn	AU 27 7003
JU	27	5,697,844	12/16/97	Von Kohorn	ADEL
JDJ	28	5,368,129	11/29/94	Von Kohorn	ADE
JDJ	29	5,034,807	7/23/91	Von Kohorn	THE CA
JDJ	30	4,926,255	5/15/90	Von Kohorn	
JDJ	31	4,745,468 P E	5/17/88	Von Kohorn	TO THE ME
JOJ	32	4,876,592	10/24/89	Von Kohorn	
JDJ	33	5,249,0 \$EP 0 7 1999	9/28/93	Von Kohorn	8
JDJ	34	5,128 752	7/7/92	Von Kohorn	
JAJ	35	5,791,991	8/11/98	Small	
JDJ	36	5,353,218	10/4/94	De Lapa et al.	
14	37	5,502,636	3/26/96	Clarke	Ħ
JAT	38	5,245,533	9/14/93	Marshall	
JDJ	39	5,515,098	5/7/96	Carles	
JDJ	40	5,380,991	1/10/95	Valencia et al.	n <
J2J	41	5,420,606	5/30/95	Begum et al.	1599 (1899)
JDI	42	5,305,197	4/19/94	Axler et al.	-
JAI	43	5,305,195	4/19/94	Murphy	
225	44	5,185,695	2/9/93	Pruchnicki	
Jat	45	5,287,268	2/15/94	McCarthy	
TOT	46	5,117,355	5/26/92	McCarthy .	
JAJ	47	5,202,826	4/13/93	McCarthy	
JU	48	4,791,281	12/13/88	Johnsen et al.	
JAJ	49	4,882,675	11/21/89	Nichtberger et al.	
520	50	RE 34,915	4/25/95	Nichtberger et al.	
JAJ	51	5,193,056	3/9/93	Boes	
JAJ	52	5,557,518	9/17/96	Rosen	
ID	53	4,872,113	10/3/89	Dinerstein	·
JDJ	54	5,710,887	1/20/98	Chelliah et al.	
12	55	5,710,886	1/20/98	Christensen et al.	
JAJ	56	5,724,521	3/3/98	Dedrick	
JAI	57	5,642,484	6/24/97	Harrison, III et al.	
JUJ	58	5,459,306	10/17/95	Stein et al.	

						,	OIPE	
	59	5,287,181	2/15/94	Holman	1	1	AUG 2 7 2003 iy	
ID _	60	5,644,723	7/1/97	Deaton, et al.				
JZJ	61	4,949,256	8/14/90	Humble		Ò	TO ADEMARK	
JDJ	62	5,557,721	9/17/96	Fite et al.	1	D 8	2	
		OLER				9	2 2	
		SEP 0 7 1999				N	E C	
		FOREI	GN PATENT	F DOCUMENTS			2	
		Document Number	Date	Country	Clas s	Sub Class	Translation Yes or No	
JDJ_	63	60-3783	1/10/85	Japan			Yes	
JDJ	64	WO 97/23838	7/3/97	РСТ				
ID	65	1 489 572	10/19/77	UK				
		OTHER DOCUMENTS (Inclu	ding Autho	or, Title, Date, Perti	nent Page	s, Etc.)		
	66	"Viewdata and the Informatio 9, 21.	n Society," F	Prentice-Hall, Inc., E	nglewood	Cliffs, N.J	J., Chapters 1, 5, 8,	
	67	Berry, L.M., "Electronic Mark 1986, pp. 40-44, 71.	eting: No W	alls In This Mall," Di	rect Marke	eting, Vol.	49, Issue 2, June	
	68	"Consumers Plugging Into Ne	ew Electronic	c Mall," Advertising	Age, Marc	า 4, 1985.		
	69	"Electronic In-Home Shoppin 1985, pp. 111-116.	g: 'Our Stor	es Are Always Oper	n,''' Chain S	Store Age	Executive, March	
	70	Russell, John F., "Why Not V 68A37.	Valk to Your	Distributor's," Purch	asing, Ma	rch 14, 19	985, pp. 68A30-	
	71	"Rebirth of a Salesman: Will 103-104.	y Loman Go	es Electronic," Busir	ness Weel	k, Februai	ry 27, 1984, pp.	
	72	"Would You Buy a Car from	This Comput	er?" Business Weel	k, Decemb	er 17, 19	84, pp. 93-97.	
3	73	"How a Fujitsu Communication Week, December 3, 1984.	ons System	Keeps Mrs. Murata	Off the Str	eets at Ni	ght," Business	
	74	Stundza, Tom, "Alcoa: Takir 1986, pp. 124B3-124B5.	ng the Next S	Step to Computerize	d Purchas	ing," Purc	chasing, March 27,	
	75	Morgan, James P., "A Good 1986, pp. 46-48.	Computer P	rogram Should Fit th	ne Users,"	Purchasi	ng, November 20,	
	76	"Compressing Distribution in	to a Network	," Modern Office Te	chnology,	April 1986	6, pp. 108-112.	
	77	"Software for Purchasing," P	urchasing, S	eptember 12, 1985,	pp. 93-95			
	78	Tydeman, John, et al., "Telet Hill Publications Company, C	ext and Vide	eotex in the United S Current State of Tele	States," Da	ta Comm ideotex ir	unications, McGraw-	

	,	7 11 3
3	79	Clarke, K.E., "V. eotex Display Technology. The Immediate, ast and the Likely Future," The Radio and Electronic Engineer, Vol. 52, No. 2, February 1982, pp. 39-66.
	80	Booth, P.J., "The Evolution of Videotex New Directions, Paper Presented Swiss Videotex 84, Basel, Switzerland, September 1984.
	81	Electronic Technology, "Videotex Decoder and Microcomputer."
OUE	82	Gaujard, Pierre, "Videotex 1980: State of the Art France, Inside Videotex, Proceedings A Seninar Held March 13-14, 1980, pp. 26-42.
AUG 2 7 2003		"Electronic Data InterchangeThe Link to Business Connections," Section 1, Electronic Data Interchange, pp. 1-13.
AUS 2 7 2003	84	Electrical Industry Applications, The Electronic Data Interchange Association, Volume III, 3/14/85, pp. II-1-II-15.
5	85	Dreyfuss, Joel, "Networking: Japan's Latest Computer Craze," Fortune, July 7, 1986, pp. 95-96.
5	86	"Local Services on the Internet: Structure, Players, Prospects," A White Paper based on "Redefining Local Services," a strategic research report to be published by Find/SVP in April, 1997, Arlen Communications, Inc., Peter Krasilovsky, Vice President, February 1997,
5	87	Moskowitz, Lisa, "Emagine This: Useful Online Advertising," PC World, November 18, 1997.
S	88	Li-Ron, Yael, "Sign Up for Online Shopping Incentives," PC World, December 11, 1997.
5	89	Guglielmo, Connie, "Emaginet To Deliver One-To-One Web Marketing," Interactive Week, December 10, 1997.
5	90	Lemos, Robert, "How to Market Via E-Mail Without the Spam," ZDNN, June 3, 1897.
5	91	"Emaginet Plans to 'Push' Its Way Into Consumer Mindset, Pocketbook," Interative PR and Marketing New, 1997.
J_	92	Piquet, Lori, "A Penny for Your Patrons," Internet Computing, September 1998, Vol. 3, Issue 9.
3	93	Georgia, Bonny L, "Score Free Stuff Online," Family PC, December 1998, pp. 59-60.
J	94	Magil, Ken, "E-centives Offer Pinpoint Targeting, But Will Consumers Jump Onboard?, DM News, Vol.19, No. 48, December 22, 1997.
J	95	"Trust Internet Privacy Study: Summary of Market Survey Results," The Boston Consulting Group, March 12, 1997.
1	96	Guglielno, Connie, "Emaginet To Deliver One-To-One Web Marketing," Interactive Week Online, December 10, 1997.
IJ	97	Green, Heather, "A Little Net Privacy, Please," BusinessWeek, March 16, 1998.
J	98	Bournellis, Cynthia, "Internet '95: The Internet's Phenomenal Growth is Mirrored in Startling Statistics," Internet World, Volume 6, No. 11, November 1995, pp. 47-52.
J	99	Rieck, Dean, "Thirteen Unlucky Mistakes In Software Mail Order Sales and How to Avoid Them," Direct Marketing, June 1996, pp. 52-55.
5	100	Fried-Cassorla, Albert, "Successful Marketing On the Internet: A User's Guide," Direct Marketing, February 1995, pp. 23-26.
5	101	Fried-Cassorla, Albert, "Successful Marketing on the Internet: A User's Guide," Direct Marketing, March 1995, pp. 39-42.

	· · · · · ·	,	071
,	<u>J</u>	102	Margolis, Budd, Digital Commerce: The Future of Retailing Direct Marketing, January 1996, pp. 41-46.
. ,	J	103	Rosenfield, James R., "Whither Database Marketing?" Direct Marketing, July 1996, pp 39-41.
	<u> </u>	104	"The Shape of Things to Come," Direct Marketing, March 14, 1996, pp. XIX
	OTPE	105	Lyons, Daniel, "Lack of Hard Numbers Fails to Deter Stampede to the Web," Infeworld November 6, 1995, pp. 63-66.
,	AUG 27 2003	105	Leinfuss, Emily, "Adapt or Die: Internet Standards May Always Be in Flux," Infowers, November 6, 1995, pp. 61, 66.
À	5	106	Dellecave, Tom, "The Net Effect," SMT, March 1996, pp. 17-21.
ľ	PADEMARK	107	Gelormine, Vince, "Selling in Cyberspace," Selling Success, May 1995, pp. 61-68.
	J	108	Miller, Cyndee, "Marketing Industry Report: Consumder Marketers Spend Most of Their Money on Communications," Marketing news, Vol. 30, No. 6, pp. 1, 5, March 11, 1996.
	J	109	Loro, Laura, "Mail Favorite Tool in Direct Marketing Circles," Outfront Marketing
		110	"TV or PC?" Interactive Consumers, Vol. 2, No. 2, February 1995, pp. 1-7.
	5	111	Pasher, Victoria Sonshine, "Agents' Internet Marketing Interest Exploding," National Underwriter, June 24, 1996. pp. 9, 25.
	J	112	"Watch Out: You Just Might Get an Offer from Junk E-Mailers You Can Refuse, Verlow orld 江山y 15, 1996, p. 66.
	<u> </u>	113	"Direct Sellers Ready for Cyberspace," Direct Marketing, May 1996, p. 6, 9.
	J	114	"Study Suggests Surfers Prefer 'Exclusive' Info," Direct Marketing, June 1996, p. 9.
	J	115	Loro, Laura, "Online Needs Nimble Direct Marketing Skill," Business Marketing, June 1996, pp. 1, 25.
	5	116	MacKain, Lorrie, "Learning About Lists," Marketing Tools, June 1996, pp. 14, 16-19.
L	J	117	Andelman, David A., "Betting on the 'Net," Marketing, June 1995, pp. 47-59.
	J	118	Cross, Richard and Smith, Janet, "Internet Marketing That Works for Customers," Direct Marketing, August 1995, pp. 22-23, 51.
		119	Anthes, Gary H., "Egad, More Junk E-Mail,"Computerworld, December 19, 1994, p. 49.
	J	120	MacDonald, Peter, "The Next 750 Words are Commercial-Free," Canadian Business, June 1995, p. 155.
	ナ	121	Watt, Peggy, "Internet Provider UUNET Expands Service Options," Network World, January 15, 1996, p. 33.
	C	122	Ouelette, Tim and Betts, Mitch, "Junk Mail Extends Its Reach," Computerworld, November 6, 1995, p. 32.
	J	123	King, Julia, "Client/Server Vendors Use Internet as Selling Tool," Computerworld, November 13, 1995, p. 79.
		124	Fitzgerald, Michael, "Internet Data Collector Bows," Computerworld, November 6, 1995, p. 12.
	J	125	Kagan, Jeffrey, "Jump on the Net Now," Success, December 1995, p. 46.
		126	Associated Press, "GM Hopes to be Leader in Internet Marketing," March 11, 1996, p. 22.

٩.			
·	J	127	Lewis, Herschen Gordon, "Cruisin' Down the 'Hype-er Space Road: How to Write Copy for the (Gulp!) Internet," Direct Marketing, December 1995, pp. 14-15.
		128	"Law and Order in Cyberspace?" Business Week, December 4, 195, pp. 44.
•	J	129	Gilbert, Evelyn, "Internet Gives Marketers Instant Access to Millions" National Underwriter, July 10, 1995, pp. 13-14.
	5. 6	130	Wood, Douglas J. and Goldstein, Linda A., "Rules of the Road," Marketing Tools November/December 1995, pp. 22-27.
***************************************	AU6 7 2003	31	Mullich, Joe, "Web Sales Opportunities, Dangers Abound," April 1995.
7		132	"The 'Click Here' Economy," Business Week, June 22, 1998, pp. 122-28.
	ON DEMARK OF	133	Coy, Peter, "You Ain't Seen Nothin' Yet," Business Week, June 22, 1998, pp. 130 38ADEMA
	J	134	"Leapfrogging a Few Links," Business Week, June 22, 1998, pp. 141-42.
		135	"Instant Info Is Not Enough," Business Week, June 22, 1998, pp. 144.
	J	136	"Rebirth of the Salesman," Business Week, June 22, 1998, pp. 146-47.
	5	137	"How Safe Is the Net," Business Week, June 22, 1998, pp. 148, 152.
	5)	138	"In business today, it's not just about winning It's about winning everyday," Intellution, www.intellution.com.
	7	139	"Cyberspace Winners: How They Did It," Business Week, June 22, 1998, pp. 154-60.
	J.	140	"So Where Are All the Bargains?" Business Week, June 22, 1998, pp. 162-164.
	J	141	Gross, Neil, and Sager, Ira, "Caution Signs Along the Road," Business Week, Jæe 22, 1998, pp. 166-68.
	<u> </u>	142	"Taming the Info Monster," Business Week, June 22, 1998, pp. 170-72.
	J	143	Krantz, Michael, "Click Till You Drop," Time, July 20, 1998, pp. 34-39.
	J	144	"Heroes of a Wild and Crazy Stock Ride," Time, July 20, 1998, pp. 42-43.
	5	145	"Future Shop," Forbes, April 6, 1998, pp. 37-52.
	J	146	"The Virtual Mall Gets Real," Business Week, January 26, 1998, pp. 90-91.
	J	147	"Are Tech Buyers Different?" Business Week, January 26, 1998, pp. 64-68.
	7	148	"A Little Privacy, Please," Business Week, March 16, 1998, pp. 98-100.
	7	149	"Web Ads Start to Click," Business Week, October 6, 1997, pp. 128-138.
	J	150	Meeker, Mary, "Tehnology: Internet/New Media: The Internet Advertising Report," December 1996, pp. I-xiv and 1-1 to 2-16.
	J	151	"Database Marketing: A Potent New Tool for Selling," America Online:DadiA, Tuesday, September 5, 1994, pp. 1-8.
	J	152	Fawcett, Adrienne Ward, "Trading Scissors for Modems," PBF Co., Inc., June 7, 1995.
	J	153	"Coupon Net Coupons and Rebates on the Internet," Press Release, Higgs America, 1995.
	J	154	Shermach, Kelly, "Electronic Coupon Program Offers Data-Base Potential," 1995.
	5	155	"Database marketing in an Online World," GartnerGroup, October 17, 1996, 3 pp.
	_		

	,			
		156 -	"Coaxing Meaning Out of Raw Data," Business Week, February 3, 1997	, pp. 134-135.
1		157	Elliott, Elaine X., "Clipping Coupons on the Web," Computer Shopper, Fo	ebruary 1997.
5		158	Magill, Ken, "Val-Pak, BigBook Ally to Deliver Coupons Online," Direct N 1997.	Marketha News, June 16,
25	PE	159	Magill, Ken, "BonusMail Rewards Prospects for Reading E-Mail," Direct 1997.	Marketing News, July 44,
A106 2	7 2003	160 160	Schwartz, John, "Trail of Crumbs Leads Right to the Cyber-Cookie Jar," Networkings.	Washing Prost:
B. J	_	£ 161	"How to Conceal Your Cookie," October:November 1996, p. 158.	SEP 0 7 1999
TO COL	MARK,O"	162	Noack, David R., "Planes, Trains, and Cruise Lines," Internet World, July	3996, pp. 82-86
J	_	163	"Survey Says most Business Travelers Will Book Travel Online in Two \ Feb. 27, 1997, 3 pp.	ears Business Wire,
J		164	Baig, Edward, "Surfing for Safarisor Cruises, Beaches, B&Bs," Businpp. 106-107.	ness Week, May 20, 1996,
J		165	Mills, Mike, "Weaving a Web of Computer Sales," Washington Post: Arc 20, 1997, pp. 17-19.	ound the Beltway, January
J		166	Sager, Ira, et al., "The Race Is on to Simplify," Business Week, June 24,	1996, pp. 72-75.
J		167	Hof, Robert D., "These May Really Be PCs for the Rest of Us," Business 76-78.	s Week dune 24, 1996, pp.
J		168	Cortese, Amy, "Software's Holy Grail," Business Week, June 24, 1996,	pp. 83-92.
7		169	Gross, Neil, "Defending the Living Room," Business Week, June 24, 199	96, pp. 96-985
J		170	Edmondson, Gail, et al., "Operator, Get Me Cyberspace," Business Wee 110.	ek, June 24, 1996, pp. 103-
J	7	171	Burrows, Peter, "The Day of the Designer," Business Week, June 24, 19	996, p. 114.
7		172	Verity, John W., "Making Computers Disappear," Business Week, June	24, 1996, pp. 118-119.
J		173	Richards, Kathleen, "Software Sales Up 26 Percent," CRW, August 19,	1996, pp. 2, 8.
J		174	Hutheesing, Nikhil, "Speaking with One Voice," Forbes, September 23,	1996, pp. 214-215.
J		175	Henschen, Doug, "What's Driving GM's Online Ads?" Direct Marketing N	lews, May 5, 1997, pp. 1, 58.
7		176	"It's a Womyn Thing," Webmaster, October 1996, p. 16.	
J		177	Evans, Judith, "An Inncentive to Return," Washington Post, April 5, 1997	7
2	1	178	"Amex Intros Point-of-Sale Rewards," Direct Marketing News, May 7, 19	97.
J		179	"Technology and the Future of the Payments Industry," Speech to The C Structure, May 1, 1997 — Federal Reserve Bank of Chicago, 21 pp.	Conference on Bank
1	•	180	Henschen, Doug, "Amex Intros Point-of-Sale Rewards Program," Direct 1997, pp. 1, 42.	Marketing News, May 12,
J		181	Farhi, Paul, "The Airwaves Meet the Airways in New Frequent-Flier Pror June 2, 1997.	motion," Washington Post,
\bigcup		182	Henschen, Doug, "SkyMall Will Bow High-Powered Web Mall," Direct Ma 1997.	arketing News, June 23,

٠,			
	5	183 .	Wijnen, Renee, Ben Marketing Promotes Holiday Inn," Direct Marketing News, July 28, 1997.
	T	184	"Direct Mail Is King," The American Salesman, July 1996, pp. 3-5.
	7	185	"Coupon Clippers, Save Your Scissors," BusinessWeek, June 20, 1994, 3 pp
	5	186	"Coupon Clippers, Save Your Scissors," BusinessWeek, June 20, 1994, 3 pp. Beasley, Laurie, "Running Direct Mail Campaigns by the Numbers,", 8 pp.
	5	187	Hannover, Dan, "Going Places: The Old Paper Workhorse Is Taveling a Different rajectory and Is Ablaze with New Possibilities," Promo Magazine, April 1997, pp. 20-34.
	30%	188	"Marketing Spending on the Rise," Sales & Marketing Management, April 1997, p
	AU6 27 2003	189	Duclaux, Denise, "Importance of Direct Mail Coupons Underscored in Cox Direct Sep." Direct Marketing News, May 12, 1997.
	DADENA BIK DEE	190	Magill, Ken, "New Service Gives Credit to Consumers' Card Choices, Direct Marketing News, July 28, 1997, pp. 1, 46.
	J	191	Corcoran, Elizabeth, "On-Line Sites to Behold," Washington Post, , pp. 19, 22.
	7	192	"Holding the Keys to Internet Addresses," Washington Post, Washington Business, July 22, 1996.
	5	193	Goth, Nikki C., "Rule No. 1: Less Is More," HITS.1.
	0	194	Corcoran, Elizabeth, "1 in 6 U.S. Adults Regularly Online, Study Indicates," Washington Post.
		195	Rushkoff, Douglas, "Hanging Out at the Corner Candy Store," Virtual City, Spring 1996, p. 13.
	$\mathcal{I}_{\mathcal{I}}$	196	"CitySearch Has Company," HITS.1, p. 24.
	J	197	"Channeling Cable Television," Discovery Channel Online: HITS.1, p. 41.
	J	198	"The Cyberstars List," Virtual City, Spring 1996, pp. 37-43.
	J	199	Ross, Philip E. and Hutheesing, Nikhil, "Along Came the Spiders," Forbes, Octeer 23, 1995, pp. 210-216.
l	J	200	"How the Center of the Computing Universe Has Shifted," Business Week, April 3, 1995.
	J	201	Prosise, Jeff, "Researching with the Web," PC Magazine, June 11, 1996, pp. 235-238.
	T	202	"Internet Phones: The Future Is Calling," Internet World, June 1998, pp. 40-51.
	Ď	203	"Surf and Grow Rich!" Forbes ASAP, June 3, 1996, pp. 36-38.
	J	204	Schiller, Zachary, "For More About Tide, Click Here," Business Week, June 3, 1996, p. 44.
	J	205	Corcoran, Elizabeth, "On the Internet, a Worldwide Information Explosion Beyond Words," Washington Post.
		206	Chandrasekaran, Rajiv et al., "Countless Levels of Data Reachable on Local Pages of World Wide Web," Washington Post
	1	207	"Funds in Cyberspace," Barron's Lipper Mutal Funds Quarterly, July 8, 1996, p. F7.
ĺ	5	208	Brueckner, Robert, "Taking on TV," Internet World, July 1996, pp. 59-60.
ĺ	7	209	Swisher, Kara, "There's No Place Like a Home Page," Washington Post.
ĺ	J	210	Pluenneke, Jack, "Old Newshound, New Web Tricks," Business Week, August 5, 1996, p. 16.
ĺ		211	Neelakantan, Shailaja, "Freemail," Forbes, August 12, 1996, p. 140.
	1	212	Dunkin, Amy, "How to Practice Safe Surfing," Business Week, September 9, 1996, pp. 120-121.
	_	_	

		213 .	"À la rechercne _e," Netsurf, September 1996, pp. 15-16.
		214	Perkins, Anthony B., "Internet Mania R.I.P., The Red Herring, September 1996, p. 13.
		215	Grove, Andrew S., "Is the Internet Overhyped?" Forbes, September 23, 1995. 108-11
		216	Hilzenrath, David S., "Jockeying for Local Leadership in the Dicey On-Line Work The Washington Post.
OIF		217	"Interactive Technology Strategies," Forrester, October 1996, pp. 1-15.
AUG 22	20	218	Taylor, William C., "Who's Writing the Book on Web Business?" Fast Company, October: November 1996.
AUG 27	0003	219	"101 Email Tips," PC Advisor, Issue 13, October 1996, pp. 114-119.
RADEMAB	k OEE	220	Corcoran, Elizabeth, "Venture Capital Firm Kleiner Perkins Has Long Nurtured Internet Enterprises," Washington Post.
		221	"This Way to Cyberspace," Business Week, November 25, 1996, p. 166.
		222	Chandrasekaran, Rajiv, "A Top-Dollar Web Service Awaits Returns," Washington Post, November 4, 1996, pp. 19, 23.
1		223	Reinhardt, Andy, "Intel Inside the Net?" Business Week, November 18, 1996, pp. 166-174
1		224	Raisch, Robert, "The Web Is Not TV," Business.Net, Advertising & Marketing, February 4, 1997.
		225	"Digital City Acquires WP Studio Sites," Netday News, February 3, 1997.
		226	"Open Market to Acquire Waypoint," Netday News, February 5, 1997.
		227	Hof, Robert D., "Netspeed at Netscape," Business Week, February 10, 1997, pp. 78-86.
		228	Boscardin, Andrew, "Never Change Your E-Mail Address Again," PC Magazine, February 4, 1997, p. 40.
		229	Taylor, Catharine P., "I Want My Web TV Eventually," Inter@ctive Week, March 10, 1997, 2 pp.
		230	Taylor, Catharine P., "Seattle Paves Way for Microsoft's Sidewalk," Inter@ctive Week, April 7, 1997, 2 pp.
		231	Levin, Carol and Hickman, Angela, "Brighter Notebooks," PC Magazine Online, April 18, 1997.
		232	Hickman, Angela and Levin, Carol, "No More Traffic Jams," PC Magazine Online, May 6, 1997.
		233	Hof, Robert D., "Internet Communities," Business Week, May 5, 1997, pp. 64-85.
		234	Rebello, Kathy, "Silicon Continent," Business Week, May 6, 1996, pp. 131-136.
		235	Dibbell, Julian, "Smart Magic," Time Digital, June 24, 1996, pp. 21-25.
		236	Himelstein, Linda, "Power PoliticsIn Silicon Valley?" Business Week, August 26,1996, p. 59.
		237	PC Advisor, Issue 13, October 1996, pp. 92-96.
		238	Klimek, Mark and Sheehan, David, "Introducing the New Tech CEO," Forbes ASAP, October 7, 1996, pp. 65-68.
		239	Forbes ASAP, October 7, 1996, pp. 82-92.
		240	"Faces Behind the Figures," Forbes, December 30, 1996, p. 136.
		241	"Bill A View from Olympus Gates," Forbes ASAP, December 2, 1996, p. 165-166.

Attractive," arketing orld, July
orld. July
, y
÷ &
3.
o. 110.
A T
,"!NetGuide
5
ng," Direct
ng
fits,"
04-118.
Street

		· . ·			SFP 0 7 1999
•				270	Thwaits, Alan, _ven on the Web, It's the Bottom Line That Counts," Comdex Baily, Wednesday, November 20, 1996, pp. 6, 16.
٠٠				271	"The Desktop Delivery Economy: Revolutionizing the Web," Yankes Watch, Vol. 2 Jo. 8, December 1996.
	,			272	"Net Shopping for 1997 Experts Promise a Surge in Online Commerce Activity; Chrick Out Our Sampler of Available Technology," Communications Week, 1997, 4 pp.
	0	All P	K	273	Port, Otis, "There's an ATM In Your Home Computer," Business Week, Furgary 997
	AUG 2	72	183	274	"NETdelivery and iCat Announce Strategic Partnership iCat Launches Electric Commerce Suite 3.0 and Jointly Markets With NET delivery One-to-One Marketing Now Berrahan Ever," PR Newswire, February 1997.
V	SADEM	AB	CLEE	275	Mikkelsen, Randall, "E-mail Seen As Key to Internet Commerce," Mercury Mail.
				276	Kichen, Steve, "Cruising the Internet," Forbes, March 24, 1997, pp. 198-99.
				277	"Your Personal Shopper," PC Magazine OnLine, March 1997, 2 pp.
		\prod		278	"Viaweb Study Shows Few Web Purchases Are Impulse Purchases," Busines Wire, April 1997.
	,		-,	279	"Electronic Money, Chipper, for Now," The Economist, April 26, 1997, pp. 72, 77-4
		4		280	Amato-McCoy, Beena, "Catalina Cuts Its Electronic Glearing Test for Coupons, SN, April 14, 1997, pp. 15-17.
				281	Lever, Robert, "Smart Cards," Europe, April 1997, pp. 16-18.
				282	"The On-Line Retail Commerce Report: Study Highlights," May 5, 1997, 2 pp.
				283	Magill, Ken, "Comparison Shopping Service Aims to Deliver Trackable Leads," Mews, May 19, 1997, pp. 19-20.
				284	"In Search of the Perfect Market," The Economist, May 10, 1997.
				285	"Exclusive - Web/Online Avertising To Top \$2.5 Billion By 2000," Electronic Commerce, June 1997, 3 pp.
				286	Verity, John W., "Invoice? What's An Invoice?" Business Week, June 10, 1996, pp. 110-112.
				287	"IBM, Gemplus Reach Pact on Promoting Smart Cards," Wall Street Journal, July 18, 1997.
				288	Hof, Robert D., "Don't Surf to us, We'll Surf to You," Business Week, September 9, 1996, pp. 108-
				289	Wildstrom, Stephen H., "Web Sites Come Looking for You," Business Week, November 18, 1996, p. 26.
				290	Kilshiemer, Joe, "There's a Boom in Push Software," The Orlando Sentinel, December 14, 1996, 3 pp.
				291	"Forget Browser Wars, Now It's Push-Pull Debate," Newswire article, January 1997, 2 pp.
				292	Bank, David, "Instead of Clicking Pages, Users View 'Channels' on the Desktop," The Wall Street Journal, December 13, 1996.
				293	Poletti, Therese, "Internet 'Push' Technology Coming on Strong," Reuters NewMedia, January 1, 1997, 2 pp.
			\prod	294	Outing, Steve, "Push Technology and Marketing," Interactive, January 13-14, 1997, 3 pp.
				295	"Online Q&A," PC Advisor, Issue 13, October 1996, p. 84-85.

		·	
		296	Marable, Leslie, Push Product Gives Managers Some Control," Web Week Vol. 3, Issue 2, January 20, 1997, 2 pp.
		297	Andrews, Whit, "With Push, It's All About Being Front and Center," Web Week, Vol. 5, Issue 2, January 20, 1997, 3 pp.
		298	Andrews, Whit, "Verity Acquires Cognisoft, a Push Specialist \$10 Million Deal Opens Intrahet Market to Search Veteran," Web Week, Vol. 3, Issue 2, January 20, 1997, 3 pp.
OIA	13	299	Rothstein, Edward, "Making the Internet Come to You, Through 'Push' Technology
	-7	300	Berst, Jesse, "Why the Web Is Pushing Us Around," ZD Net AnchorDesk.
106 2 7 Z	1 1 1 1	300	Berst, Jesse, "Push' Products Redefine Internet," ZD Net AnchorDesk
	Stere	300	Berst, Jesse, "Super Channel Changer Still Remote," ZD Net AnchorDesk. SEP 0 7 1999
DEMARK		301	"Mainstream Media Confront Push," Interactive Content, January 1997, pp. 1
		302	Fleming, Lee, "New Players, But Still the Same Old Questions; Digital Distribution: Fushing Content to the Desktop," DIG Research, January 31, 1997, 10 pp.
		303	Harmon, Steve, "Tune Into Tomorrow: Push Could Be a Multibillion Industry," Internet Daily Stock Report, February 28, 1997.
		304	Cortese, Amy, "It's Called Webcasting, and It Promises to Deliver the Info You Want, Straight to Your PC," Business Week, February 24, 1997, pp. 95-104.
		305	"Push' Buttons Worth Pressing," Business Week, February 24, 1997, pp. 106-07.
		306	Hoffman, Donna L., et al., "Pushing Passive Eyeballs," Wired, march 1997.
		307	Chandrasekaran, Rajiv, "The Big Push?" Washington Post, May 11, 1997.
		308	Magill, Ken, "PointCast Push Technology to Deliver College Market," Direct Marketing News, June 2, 1997, pp. 19-20.
		309	Levey, Richard H., "Spam No More: Mailers Turn E-Mail Lists Into Foie Gras," Direct Magazine, June 1997, 4 pp.
	<u> </u>	310	Asato, Cathy, "Unsolicited E-Mail Gets Sacked," Direct Marketing News, June 23, 1997.
		311 ⁻	Sandberg, Jared, et al., "Two Start-Up Firms Unveil Software to 'Push' Information on the Internet," Wall Street Journal, October 7, 1996.
		312	Rudich, Joe, "News In Your Mailbox," Online User, Nov./Dec. 1996.
		313	Comaford, Christine, "Don't Call the Web, Let It Call You," PC Week, November 4, 1996, 3 pp.
-		314	"McAfee, BackWeb Will Develop Service to Send Updates Via Net," Wall Street Journal Interactive Edication, January 17, 1997, 2 pp.
		315	Grady, Barbara, "Silicon Valley Firm Puts 'Push' to Corporate Use," The PointCast Network, March 5 1997, 2 pp.
		316	Rigdon, Joan Indiana, "Marimba's Hot Castanet Spotlights CEO," Wall Street Journal, December 3, 1996.
		317	Andrews, Whit, "A Coup for Marimba As Lotus Signs On," Web Week, Vol. 3, Issue 2, February 3, 1997, 2 pp.
		318	Moukheiber, Zina, "Hot Company, Cool Code," Forbes, November 18, 1996, pp. 60-61.
		319	Corcoran, Elizabeth, "Hoping 'Castanets' Will Click," Washington Post, November 1996.

.	†		OIPE)
		320	Wohl, Amy, "Internet's Influence Is Everywhere Over Eve., thing," Comdex Daily November 21/22, 1996.
		321	Hutheesing, Nikhil, "Spider's Helper," Forbes, July 1, 1996, p. 7
		322	Chandrasekaran, Rajiv, "Spanning the Globe with Unibex," Washington Rost, September 16/11/2005.
		323	Judge, Paul C., "Why Firefly Has Mad Ave. Buzzing," Business Week October 7, 1996, pp. 100-01.
AUG 2	PE	324	Ziegler, Bart, "Would People Like Advertising Better If They Were Paid to Logical Wall Street Journal, November 14, 1996.
	1 2	325	Moukheiber, Zina, "DoubleClick Is Watching You," Forbes, November 4, 6, pp. 342, 344.
	2003	326	"Firefly Extends Platform, Acquires NetAngels," Firefly Network, Inc., February 3, 1997.
	- CHE	327	Verity, John W., "Just Say No to E-Junk."
	Ahi	328	"EvansGroup Launches FUTUREWORKS New Media/Smart, Integrated Approach to Digital Media Marketing," Business Wire, Electronic Commerce.
		329	Magill, Ken, "DoubleClick Introduces Cost-Per-Action Ad Payment," Direct Marketing News, July 14, 1997.
		330	Shannon, Victoria, "Inquiring Minds Want to Know the Secrets of your On-Line He," Washington Post.
		331	Wildstrom, Stephen H., "They're Wastching You OnLine," Business Week, November 11, 1996, p. 19.
		332	"Online Viewers Are Not Comfortable With Web Sites That Require Registration," New Media Week, January 14, 1997.
		333	"Direct Marketing Association Finalizes Self-Regulation Principles for Online Marketing," Business Wire, January 28, 1997.
		334	"Survey Reveals Consumer Fear of Privacy Infringement Inhibits Growth of Electronic Commerce," Trust, Boston Consulting Group.
		335	Eckhouse, John, "Leaving Tracks on the Net," Homepec, April 1997, pp. 91-96.
		336	Lawsky, David, "Once-Private Information Now Available on the Web," June 10, 1997.
		337	Magill, Ken, et al., "Net Privacy Fixes Bow at FTC Workshop," Direct Marketing News, June 23, 1997.
		338	Chandrasekaran, Rajiv, "It All Ads Up to Who You Know," Washnington Business, June 9, 1997, pp. 15, 17.
		339	Bruner, Rick E., "Web Services Market to One," Advertising Age, August 4, 1997.
		340	AT&T GIS and MEI Offer In-Store Electronic Coupon Solution," News Release, AT&T Global Information Solutions, May 2, 1994.
		341	Porter, Arthur L., "Strengthening Coupon Offers by Requiring More From the Customer," The Journal of Consumer Marketing, Vol. 10, No. 2, 1993, pp. 13-18.
		342	"Proper Use of Consumer Information on the Internet," White Paper, June 1997, PowerAgent, Inc., 14 pp.
		343	"A Look at America Online," Washington Post, September 16, 1996.
	1	344	"Correction Excite, Inc.," Mercury Mail, 3 pp., March 19, 1997.

1			
		345	"Online Shopping Survey Shows Lots of Looking, Little Buying," Online Stoping Stats, June 15, 1997, 2 pp.
		346	"In Search of the Perfect Market," The Economist, May 10, 1992 pt
		347	"Doubling Games," The Economist, www.economist.com/surveys elcomec2 bits, 1997, 3 pp.
		·····	SEP 0 7 199
011	O. C.	349	"A River Runs Through It," The Economist, www.economist.com/suits/s/eicom/s/eicom/s/
Alto	1 3	\	
AU6 27	2003	351	"Tremble, Everyone," The Economist, www.economist.com/surveys/elcom/ec4.html, 1997, 4 pp.
RADONA	EXTE	353	"Cash Poor," The Economist, www.economist.com/surveys/elcom/ec5.html, 1197, 3 pp.
\		355	"Timorous Trade," The Economist, www.economist.com/surveys/elcom/eco.html, 1997, 2 pp.
	1	356	"Big, Boring, Booming," The Economist, www.economist.com/surveys/elcom/ec7.html, 1997, 2 pp.
		357	"From here to Eternity," The Economist, www.economist.com/surveys/elcom/ece.html, 1997, 2 pp.
		358	"In Search of the Perfect Market," The Economist, ww.economist.com/surveys/elcony/ec1:html, 19:
	1		
			27 53 日
			00
		362	"American Express Offers Cardmembers Access to Account Information on World Wide Web Cardmembers Gain Convenient Way to View and Manage Card Account Information Online," American Express, 1997.
		363	"Interactive," Advertising Age, November 10, 1997.
		364	Ecke, Raymond, "Cyberbargains: Media Circus' Online Coupon Clip Service,"
	l		
, 			
Examin	er (Tan	well Can Dulia Date Considered 3/2/10/
*Exami	ner:	Initial	if reference considered, whether or not citation is in conformance with MPEP 609; draw line through on if not in conformance and not considered. Include copy of this form with next communication to
	TO 144		Patent and Trademark Office - U.S. Department of Comme

INFORMATION DISCLOSURE CITATION (Use several sheets if necessary) Atty. Docket No. 06777.0010-00000 Serial No. SEP 2 0 1999 **Applicant** Scott N. Christensen Filing Date May 21, 1999 Group: Unassigned U.S. PATENT DOCUMENTS **Document Filing Date** Examiner Initial* Number Date Name Class If Appropriate SAIO **FOREIGN PATENT DOCUMENTS Document** Sub **Translation** Number Date Country Class Class Yes or No WO 97/05555 2/13/97 **WIPO** WO 97/23838 7/3/97 **WIPO** WO 97/30410 8/21/97 **WIPO** OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) "Coupons Online", Marketing Materials, Coupons Online, Electronic Marketing, Ltd., 1994. "Introducing.. Coupons Online: Interactive Online Targeted Coupon Delivery", Marketing Materials, Coupons Online. "Coupons Online is a new interactive, targeted online coupon distribution and demographics collection method", Marketing Materials, Coupons Online. "...the Power_of Targeted Marketing at Mass Media Rates," Coupons Online. Examiner . **Date Considered** *Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. Form PTO 1449 Patent and Trademark Office - U.S. Department of Commerce

RECEIVED

SEP 2 3 1999

Group 2700

(Use sexeral sheets if necessary) Atty. Docket No. 06777.0010-00000 Serial No. 09/31 SEP Z C 1999 **Applicant** Scott N. Christensen Filing Date May 21, 1999 Group: Unassigned Examiner **U.S. PATENT DOCUMENTS Document** Filing Date Examiner Initial* Number Date Name Class Clas If Appropriate **FOREIGN PATENT DOCUMENTS** AU6 2 7 2003 **Document** Sub **Translation** Number Date Country Class Class Yes or No OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) "Household Targeted Fraud Resistant Coupon Delivery via Online Services and the Internet," Coupons Online. P. Weisz, "Lever First Major Player Into On-line Couponing," Brandweek, September 4, 1995. D. McQuillen, "Coupons Go Digital," Incentive, September 1995. K. Pollack, "Coupons: Clip and Save" U.S. News & World Report, September 18, 1995. "New Alliances for On-Line Work", The New York Times, September 11, 1995. "Muzak® Joins with Coupons Online for Interactive Marketing Program," Press Release, September 5, 1995. "Coupon Management Program Secure Encryption Techniques," Coupons Online, with advertisement from The New York Times Business Section, June 21, 1995 and coupon sample. "Delivery of a Fraud Proof Coupon Online," Coupons Online. A. Urbanski, "Cents-off Online," Food & Beverage Marketing, September 1995. L. Krakowka, "Savings in Cyberspace," Marketing Tools, October 1995. "Program Information," Coupons Online. "Investigation and Prosecution of Manufacturers' Cents-Off Coupon Fraud Prevention Task Force, 1992. SEP, 2 3 1999 Examiner : **Date Considered** *Examiner: Initial if reference considered, whether or not citation is in conformance with MEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. **Form PTO 1449** Patent and Trademark Office - U.S. Department of Commerce

INFORMATION DISCLOSURE CITATION